

To: Flynn, Mike[Flynn.Mike@epa.gov]
From: Jessica Placencia
Sent: Mon 6/12/2017 5:21:59 PM
Subject: Social Listening Webinar for Marketers & Communicators this Thursday

Sign up for PR News' Social Listening Webinar on Thursday, June 15.

Contact:
Jessica Placencia
Marketing Manager
PR News
jessica@accessintel.com

**PR News' Social Listening Webinar Will Discuss How to Develop a Social
Listening Strategy to
Inform Business Decisions and Focus Social Media Content**

New York, NY, June 12, 2017—PR News will host a webinar this Thursday, June 15 from 1:30 - 3:00 p.m. ET that will cover the tools and tactics communicators can use to efficiently practice social listening to collect audience data and brand sentiment from social media. The webinar will feature presentations from Angela Wells, Senior Director, CX, **Oracle**; Casie Shimansky, Social Media Manager, **Cisco**; and Daniella Peting, Global Co-Lead, **Motorola Solutions**.

To view the full agenda, visit: <https://www.prnewsonline.com/webinars/social-listening>

Social listening allows communicators to get a more accurate picture of audience sentiment and collect audience data to inform business decision, improve customer service and tailor social media content to increase engagement. This webinar will cover how to track conversations, extract the valuable mentions and synthesize the information collected.

Attendees will learn how to:

- Track conversations that don't tag or explicitly mention your brand name
- Focus on the most meaningful things being said
- Identify influencers
- Reduce response times
- Find opportunities for customer service
- Measure sentiment
- Draw conclusions that have important implications for your strategy

This interactive webinar will allow for real-time Q&A's to ensure specific questions are answered. To register for PR News' Social Listening Webinar on Thursday, June 15, visit: <https://www.prnewsonline.com/webinars/social-listening>.

Webinar attendees receive full access to speaker presentations along with a certificate of completion. The webinar access fee is based on location, not the number of participants, so each registration site can have multiple participants. For questions regarding webinar registration, contact Client Services at clientservices@accessintel.com.

The PR News Group at Access Intelligence, LLC is a go-to source that serves the communications and marketing community at corporations, agencies and nonprofits. With the launch of its weekly newsletter over 70 years ago, PR News has remained dedicated to supporting the growth of communicators all while keeping them abreast of the latest news affecting the industry. For more information, please visit <https://www.prnewsonline.com>.

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This message was sent to flynn.mike@epa.gov

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